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Re: Wholesaler stickering program

Great News! Five more direct accounts have agreed to participate in our expanding jobber stickering test. Those jobbers are JA Caldron(088080), Elmira DST.(180000), F&T DIST.(186350), Brucel Dist.(655364), and R.L. Jones(317880). These accounts will all be passing the discounting amount off invoice EXCEPT ELMIRA DIST. Elmira will sticker only. It will be up to the Sales Rep. to arrange the payment for the stickered product. Some of you may be new to this program so I'll explain the rules and procedures. Keep in mind, this program was developed to remove some of the stickering burden from our Retail Reps , and to make it easier for sales reps. to sell product to retailers

Step 1: Sales Reps. should approach all retailers who accept VPR's and who buy from a supplier that is participating in the stickering program. Explain to the retailer how the program works. Be VERY thorough with your explanation. You may not get a second chance if, for some reason, the program doesn't work the way the retailer thought. So, please make sure the retailer understands the program.

Step 2: Determine your Gap and ceiling spending and quantity needs for that store. Don't forget that the product you are ordering may not get to the store for a week or two. You may have to do some forecasting.

Step 3: When filling out the prebook form, be clear, accurate, and legible. Don't add brands to the list! Don't forget to have the retailer sign the prebook. Leave a copy with the retailer.

Step 4: Fax or mail the prebook form to the appropriate jobber or Account Manager. You should set the delivery date for the prebook order at least 1 week after the prebook ARRIVES at the jobber warehouse. (Please follow up your first few prebooks with a phone call to the jobber until they get comfortable with this procedure).

Step 5: You may want to follow up your preorder with a task request to your retail rep. to place the promoted product in a dump bin or temporary counter display. This may serve as a conformation that the product was delivered.

Courtesy rules: (1) If the prebook is larger than 75 total cartons, please give a few days extra for delivery. (2) Don't ask the jobber to sticker the packs a particulate price (i.e.: $1.79). They are only stickering the discounted amount(i.e.: $.30 off). (3) If the jobber passes on the discount off invoice, make sure the retailer understands how he/she is being credited. If the jobber isn't passing the discount off invoice (Elmira Dist); make sure you schedule the prebook delivery as close to your retail reps. next visit as possible so they can confirm the delivery and pay for the discounted product. Again, make sure the retailer understands this. (4) Retailer CAN NOT send back stickered product to the jobber. (5) Use only the prebook form attached for these jobbers. No other form will be accepted by the jobber.

This program has such great potential (saves time, corrects inventory problems, better execution of our gap strategy, and an effective selling tool). Let's get out there and put it to use.

Sincerely,

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